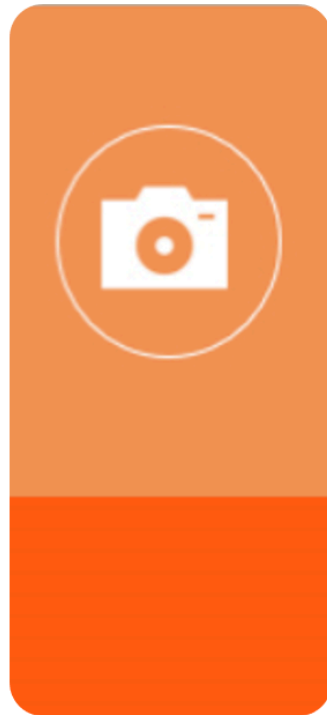




Description

Interactive branding format with which products can be placed in the user's direct environment using augmented reality:

- Immersive staging of product experiences
- Perfect for automotive, furniture, DIY, luxury items such as watches and jewellery
- Products can be experienced directly by the user
- Engagement, interaction rates and product/brand involvement

Notes

- The format consists of two components:
- "Ad (HTML5): The ad is delivered as a physical ad or as a ready-made redirect Playout of the ad via the standard Mobile Halfpage Ad format"
- AR viewer (HTML5) with included 3D model: The AR view is created and hosted by a service provider. A fallback for the AR function is the 3D representation of the product as standard.

File Format

File format

Ad (Mobile Halfpage Ad)

- HTML5 ad physically or as a redirect
- Scroll-driven ad with animation (e.g. spritesheet animation)
- Streaming ad (video teaser of AR added value)

AR-Viewer

- Fullscreen HTML5 format in new tab
- Can be branded with logo and colours
- requires 3D model in GLB format

Information Augmented Reality

- The format is only played on mobile devices (smartphones and tablets).
- It can be played on AR-capable iOS and Android smartphones:
- Android: <https://developers.google.com/ar/devices>
- iOS: <https://www.apple.com/augmented-reality/> (paragraph below)
- The basic format is the mobile half-page ad: 300 x 600 pixels (only runs on MEW)
- Camera and gyro access is not required for iOS and is often already available for the system components used with Android.

Delivery

Lead time

If 3D data needs to be created, the lead time is up to 25 working days, depending on the product/requested 3D model

Required Assets

- Advertiser and product assets (logo, product images, claims, colours, ...) as jpg/png/svg
- 3D model: preferably in GLB format <20 MB, otherwise FBX format < 20 MB, service provider is also optimised to 5-10 MB
- Optional videos in MP4 in 1080p quality

Overall Ströer specifications and tracking guidelines

- [Ströer technical global specifications](#)
- [Ströer Tracking Guidelines](#)
- [Technical specifications for physical HTML5 ads](#)
- [General information for creatives with video/audio contents](#)